

Parliament Lights
1995 Print Media Plan
4th Qtr 1995 Incremental Spending Recommendation

9.18.95

Publication	Jan				Feb				Mar				Apr				May				Jun				Jul				Aug				Sept				Oct				Nov				Dec				# Tns.	Total Cost \$(000)
	1	8	15	22	29	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24		
Women's Fashion																																																		
Allure																																																	6	\$139.6
Cosmopolitan																																																	8	\$221.6
Mademoiselle																																																	9	\$231.4
Vanity Fair																																																	8	\$236.2
Vogue																																																	7	\$226.4
New Woman																																																	6	\$49.6
Glamour																																																	8	\$326.9
Men's Gen. Int.																																																		
Esquire																																																	1	\$22.9
Details																																																	8	\$140.3
GQ																																																	8	\$184.9
Penthouse																																																	7	\$108.3
Playboy																																																	6	\$112.0
Out																																																	4	\$16.7
Sports																																																		
Sports Illustrated																																																	9	\$377.1
Music																																																		
Rolling Stone																																																	10	\$188.4
Spin																																																	8	\$57.4
Dual																																																	4	\$13.4
Swing																																																	3	\$22.2
Detour																																																	10	\$156.1
Ent. Weekly																																																	8	\$87.6
Premiere																																																	9	\$66.0
Interview																																																	6	\$36.7
Movieline																																																	7	\$48.5
Paper																																																		

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** Billed against 1994 Budget MG: Makegood 3C: 3rd Cover 4C: 4th Cover DBL: Double Issue

95PRTC.XLS

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Publication	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	# Ins.	Total Cost \$(000)
Entertainment														
In Style													1	\$10.5
People					DBL			DBL		DBL			10	\$331.6
Us													8	\$117.9
Regional														
Great Woods Program Guide						3rd Cover							1	\$9.4
NY Magazine	** MG	4C		4C			DBL						9	\$291.4
Manhattan File													5	\$28.0
Playbill			4C			4C							4	\$160.9
Stagebill							4C						1	\$21.8
Encore													1	\$2.8
SUB-TOTAL:													200	\$4,041.5
Newspaper														
Boston Phoenix													10	\$105.3
Village Voice													2	\$57.2
SUB-TOTAL:													17	\$163.0
Additional Local Print														
Imperial Bostonian													3	\$10.2
Miami New Times													4	\$11.7
Philadelphia City Paper													3	\$7.4
Philadelphia Weekly													3	\$6.1
SUB-TOTAL:													13	\$35.4
Party Zone														
Dan's Papers						3C	3C	3C	3C	3C	3C		8	\$36.8
Hampton's						3C	3C	3C	3C	3C	3C		8	\$52.0
Hamptons Hand.						3rd Cover							1	\$5.9
Fire Island Tide						3C	3C	3C	3C	3C	3C		8	\$25.2
Atlantic City Mag.						4th Cover		4th Cover		4th Cover		3rd Cover	4	\$18.0
SUB-TOTAL:													29	\$137.9
Miami														
Ocean Drive	**	3C	3C	3C									4	\$14.9
GRAND TOTAL:													263	\$4,395.7

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